





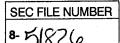
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OMB APPROVAL

OMB Number:

3235-0123 April 30, 2013

Expires: Estimated average burden hours per response..... 12.00



ANNUAL AUDITED REPORT FORM X-17A-5 PART III

FACING PAGE

Information Required of Bro	okers and Dealers	Pursuant to	Section 17 of the
Securities Exchange	Act of 1934 and R	Rule 17a-5 The	ereunder

01/01/2012

A. REGISTRANT IDENTIFICATION NAME OF BROKER-DEALER: Landaas & Company ADDRESS OF PRINCIPAL PLACE OF BUSINESS: (Do not use P.O. Box No.) 411 E. Wisconsin Ave Floor 20 (No. and Street) Milwaukee Wi 53202 (City) (State) (Zip Code) NAME AND TELEPHONE NUMBER OF PERSON TO CONTACT IN REGARD TO THIS REPORT 414-223-1099)1/01/2012	AND ENDING	12/31/2012
NAME OF BROKER-DEALER: Landaas & Company ADDRESS OF PRINCIPAL PLACE OF BUSINESS: (Do not use P.O. Box No.) 411 E. Wisconsin Ave Floor 20 (No. and Street) Wi 53202 (City) (State) (Zip Code) NAME AND TELEPHONE NUMBER OF PERSON TO CONTACT IN REGARD TO THIS REPORT 414-223-1099 (Area Code - Telephone Num B. ACCOUNTANT IDENTIFICATION INDEPENDENT PUBLIC ACCOUNTANT whose opinion is contained in this Report* Baker Tilly Virchow Krause, LLP (Name - If Individual, state last, first, middle name) 777 E. Wisconsin Ave Floor 32 Milwaukee WI 53202 (Address) (City) (State) (Zip Code) CHECK ONE: Certified Public Accountant Public Accountant FEB 2 5 2013	MM/DD/YY		MM/DD/YY
ADDRESS OF PRINCIPAL PLACE OF BUSINESS: (Do not use P.O. Box No.) 411 E. Wisconsin Ave Floor 20 (No. and Street) Wi 53202 (City) (State) (Zip Code) NAME AND TELEPHONE NUMBER OF PERSON TO CONTACT IN REGARD TO THIS REPORT Brian D. Kilb (Area Code – Telephone Num B. ACCOUNTANT IDENTIFICATION INDEPENDENT PUBLIC ACCOUNTANT whose opinion is contained in this Report* Baker Tilly Virchow Krause, LLP (Name – if individual, state last, first, middle name) 777 E. Wisconsin Ave Floor 32 Milwaukee WI 53202 (Address) (City) (State) (Zip Code) CHECK ONE: CHECK ONE: Certified Public Accountant Public Accountant Public Accountant FFB 2 5 2013	STRANT IDENTIFICA	ATION	
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B. ACCOUNTANT IDENTIFICATION INDEPENDENT PUBLIC ACCOUNTANT whose opinion is contained in this Report* Baker Tilly Virchow Krause, LLP (Name - if individual, state last, first, middle name) 777 E. Wisconsin Ave Floor 32 Milwaukee WI 53202 (Address) (City) (State) (Zip Code) CHECK ONE: Certified Public Accountant Public Accountant FEB 2 5 2013	(State)	(Zip Code)
B. ACCOUNTANT IDENTIFICATION INDEPENDENT PUBLIC ACCOUNTANT whose opinion is contained in this Report* Baker Tilly Virchow Krause, LLP (Name - if individual, state last, first, middle name) 777 E. Wisconsin Ave Floor 32 Milwaukee WI 53202 (Address) (City) (State) (Zip Code) CHECK ONE: Certified Public Accountant Public Accountant FEB 2 5 2013	SON TO CONTACT IN RE	GARD TO THIS REI	PORT 14-223-1099
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*Claims for exemption from the requirement that the annual report be covered by the opinion of an independent public accountant must be supported by a statement of facts and circumstances relied on as the basis for the exemption. See Section 240.17a-5(e)(2)

OATH OR AFFIRMATION

I,	Br	ian D. Kilb	, swear (or affirm) that, to the best of
my	kno La	wledge and belief the accompanying finan andaas & Company	cial statement and supporting schedules pertaining to the firm of , as
of	De	ecember 31,	, 20 12 , are true and correct. I further swear (or affirm) that
nei	ther	the company nor any partner, proprietor,	principal officer or director has any proprietary interest in any account
		ed solely as that of a customer, except as fo	
		A BY PY MILL	
		A COMMANDER OF THE PARTY OF THE	
		JEAN C. BALEY	
		BALEY:	Signature
		OF WISCONS	Chief Operating Officer
		Minning	Title
(lan C. Baler,	
		Notary Public ex 2/1/20	\mathcal{C}
Thi	is rer	foort ** contains (check all applicable boxe	es):
×		Facing Page.	
X		Statement of Financial Condition.	
X		Statement of Income (Loss).	
XX	(d)	Statement of Changes in Financial Condi	tion.
	(e)	Statement of Changes in Stockholders' E	quity or Partners' or Sole Proprietors' Capital.
		Statement of Changes in Liabilities Subo	rdinated to Claims of Creditors.
	(g)	Computation of Net Capital.	Dequirements Durquent to Pula 15c2-3
	 □ (h) Computation for Determination of Reserve Requirements Pursuant to Rule 15c3-3. □ (i) Information Relating to the Possession or Control Requirements Under Rule 15c3-3. 		
 (i) Information Relating to the Possession or Control Requirements Under Rule 15c3-3. (j) A Reconciliation, including appropriate explanation of the Computation of Net Capital Under Rule 15c3-1 and the 			
Computation for Determination of the Reserve Requirements Under Exhibit A of Rule 15c3-3.			
	(k)	A Reconciliation between the audited and	d unaudited Statements of Financial Condition with respect to methods of
	(**)	consolidation.	- -
X	(1)	An Oath or Affirmation.	
X	(m)	A copy of the SIPC Supplemental Report	i.
	(n)	A report describing any material inadequa	cies found to exist or found to have existed since the date of the previous audit.

**For conditions of confidential treatment of certain portions of this filing, see section 240.17a-5(e)(3).



Milwaukee, Wisconsin

FINANCIAL STATEMENTS

Including Independent Auditors' Report
As of and for the Year Ended December 31, 2012

SEC Mail Processing Section

FEB 2 5 2013

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Milwaukee, Wisconsin

FINANCIAL STATEMENTS Including Independent Auditors' Report As of and for the Year Ended December 31, 2012

SEC Mail Processing Section

FEB 2 5 2013

Washington DC 402

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Report on Internal Control Required by SEC Rule 17a-5 for a Broker-Dealer Claiming an Exemption From SEC Rule 15c3-3	12 - 13



INDEPENDENT AUDITORS' REPORT

Baker Tilly Virchow Krause, LLP 777 E Wisconsin Ave, 32nd Floor Milwaukee, WI 53202-5313 tel 414 777 5500 fax 414 777 5555 bakertilly.com

To the Stockholder of Landaas & Company Milwaukee, Wisconsin

Report on the Financial Statements

We have audited the accompanying statements of financial condition of Landaas & Company (the "Company") as of December 31, 2012 and the related statements of income and retained earnings and cash flows for the year then ended that are filed pursuant to Rule 17a-5 under the Securities Exchange Act of 1934, and the related notes to the financial statements.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with accounting principles generally accepted in the United States of America; this includes the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditors' Responsibility

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audits to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditors' judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the Company's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Company's internal control. Accordingly, we express no such opinion. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Opinion

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of Landaas & Company as of December 31, 2012 and the results of its operations and cash flows for the year then ended in conformity with accounting principles generally accepted in the United States of America.

Baker July Virchau Krause, LLP Milwaukee, Wisconsin February 5, 2013



STATEMENT OF FINANCIAL CONDITION As of December 31, 2012

ASSETS

ASSETS Cash and cash equivalents Deposit with clearing broker/dealer Trading securities Accounts receivable Commissions receivable Furniture and equipment, net Prepaid expenses	\$ 681,365 25,000 7,497 12,214 3,922 116,277 90,442
TOTAL ASSETS	<u>\$ 936,717</u>
LIABILITIES AND STOCKHOLDER'S EQUITY LIABILITIES Accounts payable Accrued salaries and benefits Accrued taxes Total Liabilities	\$ 43,381 368,389 4,240 416,010
STOCKHOLDER'S EQUITY Capital stock, \$1 par value, 56,000 shares authorized, 1,000 shares issued and outstanding Retained earnings Total Stockholder's Equity	1,000 519,707 520,707
TOTAL LIABILITIES AND STOCKHOLDER'S EQUITY	<u>\$ 936,717</u>

STATEMENT OF INCOME AND RETAINED EARNINGS For the Year Ended December 31, 2012

REVENUES Commissions Advisory fees Interest and dividend income Total Revenue	\$ 7,640,958 2,166,856 731 9,808,545
EXPENSES Employee compensation and benefits Occupancy and rentals Professional fees Information systems Advertising and promotion Office supplies and expenses Depreciation Other operating expenses Total Expenses	6,808,244 345,306 68,802 312,750 29,813 134,497 46,962 155,916 7,902,290
NET INCOME	1,906,255
RETAINED EARNINGS - Beginning of Year	448,452
Distributions	(1,835,000)
RETAINED EARNINGS - END OF YEAR	<u>\$ 519,707</u>

STATEMENT OF CASH FLOWS For the Year Ended December 31, 2012

CASH FLOWS FROM OPERATING ACTIVITIES	
Net income	\$ 1,906,255
Adjustments to reconcile net income to net cash flows from operating activities	· · · · · · · · · · · · · · · · · · ·
Depreciation	46,962
Changes in assets and liabilities	,
Accounts receivable	(9,610)
Commissions receivable	915
Prepaid expenses	31,981
Accounts payable	(6,546)
Accrued salaries and benefits	126,510
Unrealized gain on trading securities	(144)
Accrued taxes	(512)
Net Cash Flows from Operating Activities	2,095,811
CASH FLOWS USED IN INVESTING ACTIVITIES	
Purchases of furniture and equipment	(71,261)
Net Cash Flows used in Investing Activities	(71,261)
CASH FLOWS USED IN FINANCING ACTIVITIES	
Distributions	(1,835,000)
Net Cash Flows used in Financing Activities	(1,835,000)
Net Change in Cash and Cash Equivalents	(189,550)
CASH AND CASH EQUIVALENTS – BEGINNING OF YEAR	491,815
CASH AND CASH EQUIVALENTS - END OF YEAR	<u>\$ 681,365</u>
Supplemental cash flows disclosures Interest payments	\$ 2,418

NOTES TO FINANCIAL STATEMENTS As of and for the Year Ended December 31, 2012

NOTE 1 - Summary of Significant Accounting Policies

Nature of Operations

Landaas & Company (the "Company") was incorporated under the laws of the State of Wisconsin on July 20, 1989, for the purpose of investment management. During December 1999, the Company became a licensed broker/dealer in securities.

The Company operates under the provisions of paragraph (k)(2)(ii) of Rule 15c3-3 of the Securities and Exchange Commission (SEC) and, accordingly, is exempt from the remaining provisions of that Rule. The requirements of paragraph (k)(2)(ii) provide that the Company clear all transactions on behalf of customers on a fully disclosed basis with a clearing broker/dealer and promptly transmit all customer funds and securities to the clearing broker/dealer. The clearing broker/dealer carries all of the accounts of the customers and maintains and preserves all related books and records as customarily kept by a clearing broker/dealer.

Revenue Recognition

Commissions and related clearing expenses are recorded on a settlement-date basis, which approximates the trade-date basis. Investment advisory fees are received quarterly, but are recognized as earned on a pro rata basis over the term of the contract.

Estimates

The preparation of financial statements in conformity with accounting principles generally accepted in the United States of America requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the reporting period. Actual results could differ from those estimates.

Cash and Cash Equivalents

The Company defines cash and cash equivalents as highly liquid, short-term investments with a maturity at the date of acquisition of three months or less. The Company maintains cash balances at an FDIC insured commercial bank. These balances may at times exceed the federally insured limit of \$250,000.

Securities Owned

Trading securities are recorded on the trade date and reported at fair value as determined by market quotes and any unrealized gains or losses are recognized as other operating expenses in the Statement of Income and Retained Earnings.

NOTES TO FINANCIAL STATEMENTS As of and for the Year Ended December 31, 2012

NOTE 1 - Summary of Significant Accounting Policies (cont.)

Furniture and Equipment

Property and equipment are recorded at cost. Maintenance and repairs are charged to expense as incurred. Depreciation is calculated by straight-line and accelerated methods over the estimated useful life of the asset, which ranges from three to ten years.

Income Taxes

The shareholder of the Company has elected to treat the Company as an S corporation under Subchapter S provisions of the Internal Revenue Code. Under such provisions, the Company is generally not subject to federal and state income taxes. The tax basis income or loss of the Company is reported on the personal income tax returns of its shareholder. The Company is required to distribute funds to its shareholder in an amount that is at least sufficient to cover income taxes on his share of the tax basis income of the Company.

As of December 31, 2012, the Company had no uncertain tax positions. The Company recognizes any interest and penalties as other expense in the Statement of Income and Retained Earnings. The Company files U.S. Federal and Wisconsin income tax returns. The Company's U.S. Federal income tax returns for the years ended December 31, 2008 and prior and Wisconsin income tax returns for the years ended December 31, 2007 and prior are no longer subject to examination by tax authorities.

Subsequent Events

Management of the Company has evaluated the impact of all subsequent events through February 5, 2013, the date the Company's financial statements were available to be issued and determined that all subsequent events have been appropriately recognized and disclosed in the accompanying financial statements.

NOTE 2 - Fair Value of Financial Instruments

The Company has adopted guidance related to fair value measurements which establishes a framework for measuring fair value and expands disclosures about fair value measurements. Fair value is the price that would be received to sell an asset or paid to transfer a liability in an orderly transaction between market participants at the measurement date (exit price) and establishes a framework for measuring fair value.

The Company utilizes market data or assumptions that market participants would use in pricing the asset or liability, including assumptions about risk and the risks inherent in the inputs to the valuation technique. These inputs can be readily observable, market corroborated, or generally unobservable. The Company is able to classify fair value balances based on the observability of those inputs. The guidance establishes a fair value hierarchy that prioritizes the inputs used to measure fair value. The hierarchy gives the highest priority to unadjusted quoted prices in active markets for identical assets or liabilities (Level 1) and the lowest priority to unobservable inputs (Level 3). The three levels of the fair value hierarchy are as follows:

NOTES TO FINANCIAL STATEMENTS As of and for the Year Ended December 31, 2012

NOTE 2 - Fair Value of Financial Instruments (cont.)

Level 1 - Fair value is based upon quoted prices (unadjusted) for identical assets or liabilities in active markets. Active markets are those in which transactions for the asset or liability occur in sufficient frequency and volume to provide pricing information on an ongoing basis. Level 1 primarily consists of financial instruments such as listed equities.

Level 2 - Fair value is based upon quoted prices for similar, but not identical, assets and liabilities in active markets, and other inputs that are observable for the asset or liability, either directly or indirectly, for substantially the full term of the financial instrument. This also includes quoted prices for identical or similar assets or liabilities in markets that are not active, inputs other than quoted prices that are observable for the asset or liability, or inputs that are derived principally from or corroborated by observable market data.

Level 3 - Fair value is based upon financial models using primarily unobservable inputs. Unobservable inputs reflect the Company's own assumptions about the assumptions that market participants would use in pricing the asset or liability developed based on the best information available in the circumstances.

The table below presents the balances of assets and liabilities measured at fair value on a recurring basis by level within the hierarchy.

	December 31, 2012							
		Total	L	evel 1	Lev	el 2	Le	vel 3
Trading Securities	\$	7,497	\$	7,497	\$	· •	\$	-

The Company holds an investment in the capital stock of Nasdaq OMX Group Inc. which is classified as a trading security. The stock of Nasdaq OMX Group Inc. is publicly traded on the New York Stock Exchange and is considered a Level 1 item.

NOTE 3 - Employee Benefit Plan

The Company has a defined contribution 401(k) savings plan (the "Plan") covering substantially all employees. The Company's contributions to the Plan were \$82,307 in 2012.

NOTE 4 - Deposit with Clearing Broker/Dealer

The Company is dependent on its clearing broker/dealer, Pershing LLC ("Pershing"), a wholly owned subsidiary of the Bank of New York, for the everyday processing of customer transactions as required under the provisions of paragraph (k)(2)(ii) of Rule 15c3-3 of the SEC.

Pershing requires that the Company maintain a minimum deposit of \$25,000. This amount was held by Pershing at December 31, 2012.

NOTES TO FINANCIAL STATEMENTS As of and for the Year Ended December 31, 2012

NOTE 5 - Furniture and Equipment

Furniture and equipment consists of the following at December 31, 2012:

Furniture and fixtures	\$ 480,751
Office equipment	 390,847
Total	871,598
Less: Accumulated depreciation	 (755,321)
Net	\$ 116,277

Depreciation expense amounted to \$46,962 in 2012.

NOTE 6 - Net Capital Requirements

The Company is subject to the Securities and Exchange Commission Uniform Net Capital Rule (SEC rule 15c3-1) which requires the maintenance of minimum net capital and requires that the ratio of aggregate indebtedness to net capital, both as defined, shall not exceed 15 to 1 (and the rule of the "applicable" exchange also provides that equity capital may not be withdrawn or cash distributions paid if the resulting net capital ratio would exceed 10 to 1).

At December 31, 2012, the Company had net capital of \$298,445 which was \$248,445 in excess of its required net capital of \$50,000. The Company's ratio of aggregate indebtedness to net capital was 1.39 to 1 at December 31, 2012.

The Company is also subject to minimum capital requirements by certain state regulatory agencies and was in compliance with these requirements at December 31, 2012.

NOTE 7 - Off-Balance-Sheet Risk

The Company's customers' securities transactions are introduced on a fully disclosed basis with its clearing broker/dealer. The clearing broker/dealer carries all of the accounts of the customers of the Company and is responsible for the execution, collection and payment of funds, and receipt and delivery of securities relative to customer transactions. Off-balance-sheet risk exists with respect to these transactions due to the possibility that customers may be unable to fulfill their contractual commitments wherein the clearing broker/dealer may charge any losses it incurs to the Company. The Company seeks to minimize this risk through procedures designed to monitor the creditworthiness of its customers and that customer transactions are executed properly by the clearing broker/dealer. The Company incurred no losses in 2012 due to the inability of customers to fulfill contractual commitments.

NOTES TO FINANCIAL STATEMENTS As of and for the Year Ended December 31, 2012

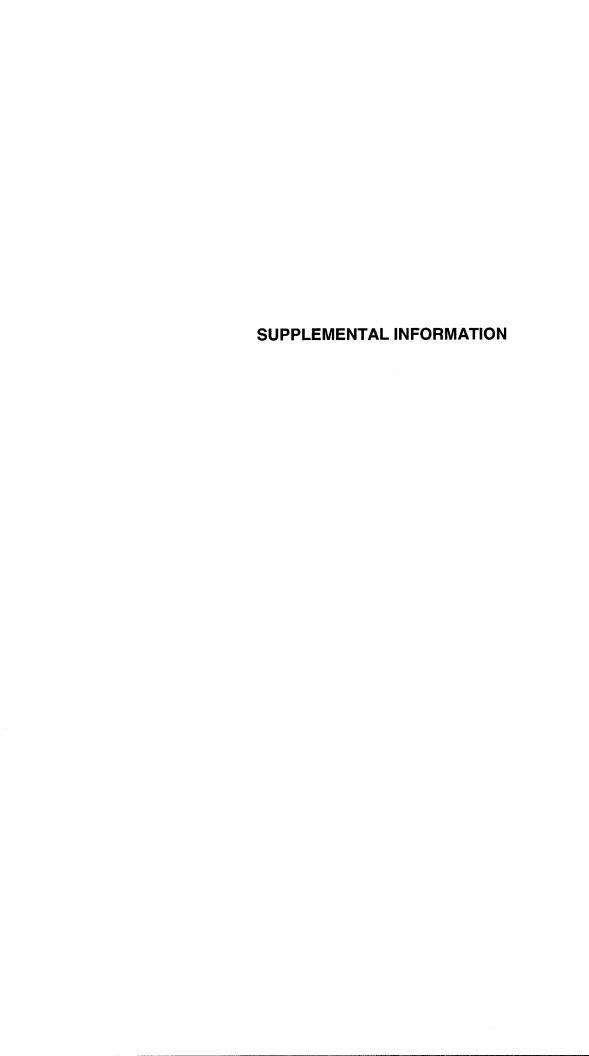
NOTE 8 - Lease Commitments

The Company leases its office space from an unrelated party under an operating lease that expires on April 30, 2019. The base rental was \$15,484 per month at December 31, 2012, plus additional charges for taxes, electricity, repairs, and maintenance less rent abatement if certain conditions are met. The Company also leases office equipment from an unrelated entity under operating leases. Future minimum lease payments as of December 31, 2012 are as follows:

Years ending December 31:

2013	\$	169,925
2014		172,969
2015		170,498
2016		170,498
2017		176,873
Thereafter		217,281
	<u>\$ 1</u>	078,044

The total rental expense for office space, including real estate taxes and maintenance costs incurred, was \$287,802 for 2012.





Baker Tilly Virchow Krause, LLP 777 E Wisconsin Ave, 32nd Floor Milwaukee, WI 53202-5313 tel 414777 5500 fax 414777 5555 bakertilly.com

INDEPENDENT AUDITORS' REPORT ON SUPPLEMENTARY INFORMATION REQUIRED BY RULE 17a-5 UNDER THE SECURITIES EXCHANGE ACT OF 1934

To the Stockholder of Landaas & Company Milwaukee, Wisconsin

We have audited the financial statements of Landaas & Company as of and for the year ended December 31, 2012, and have issued our report thereon dated February 5, 2013 which contained an unmodified opinion on those financial statements. Our audit was performed for the purpose of forming an opinion on the financial statements as a whole. The supplementary information contained in Schedule I, required by Rule 17a-5 under the Securities Exchange Act of 1934, is presented for the purposes of additional analysis and is not a required part of the financial statements. Such information is the responsibility of management and was derived from and relates directly to the underlying accounting and other records used to prepare the financial statements. The information in Schedule I has been subjected to the auditing procedures applied in the audit of the financial statements and certain additional procedures, including comparing and reconciling such information directly to the underlying accounting and other records used to prepare the financial statements or to the financial statements themselves, and other additional procedures in accordance with auditing standards generally accepted in the United States of America. In our opinion, the information in Schedule I is fairly stated in all material respects in relation to the financial statements as a whole.

Baker July Vindraw Knawse, LLP

Milwaukee, Wisconsin February 5, 2013



SCHEDULE I - COMPUTATION OF NET CAPITAL UNDER RULE 15c3-1 December 31, 2012

AGGREGATE INDEBTEDNESS Accounts payable Accrued salaries and benefits Accrued taxes	\$ 43,381 \$ 368,389 4,240
Total Aggregate Indebtedness	<u>\$ 416,010</u>
Minimum required net capital (based on aggregate indebtedness)	<u>\$ 27,734</u>
NET CAPITAL Stockholder's equity Deductions: Cash Furniture and equipment, net Prepaid expenses and other assets Account receivable Total Deductions Tentative net capital	\$ 520,707 161 116,277 90,442 14,257 221,137 299,570
NASDAQ Stock Market, Inc. at fair value Less haircut at 15% Net capital	7,497 1,125 298,445
Net capital requirement (Minimum)	50,000
Capital in excess of minimum requirement	<u>\$ 248,445</u>
Ratio of aggregate indebtedness to net capital	1.39 to 1

There were no differences between the above calculation and the Company's calculation of net capital as reflected on the unaudited Form 17a-5, Part IIA.

COMPUTATION FOR DETERMINATION OF THE RESERVE REQUIREMENTS UNDER RULE 15c3-3

Landaas & Company is exempt from Rule 15c3-3 under the provision of Rule 15c3-3(k) (2)(ii).

INFORMATION RELATING TO THE POSSESSION OR CONTROL REQUIREMENTS UNDER RULE 15c3-3

Landaas & Company. Is exempt from Rule 15c3-3 under the provision of Rule 15c3-3(k) (2)(ii).



Baker Tilly Virchow Krause, LLP 777 E Wisconsin Ave, 32nd Floor Milwaukee, WI 53202-5313 tel 414777 5500 fax 414777 5555 bakertilly.com

REPORT ON INTERNAL CONTROL REQUIRED BY SEC RULE 17a-5 FOR A BROKER-DEALER CLAIMING AN EXEMPTION FROM SEC RULE 15c3-3

To the Stockholder of Landaas & Company Milwaukee, Wisconsin

In planning and performing our audits of the financial statements and supplemental schedule of Landaas & Company (the "Company"), as of and for the year ended December 31, 2012 in accordance with auditing standards generally accepted in the United States of America, we considered the Company's internal control over financial reporting as a basis for designing our auditing procedures for the purpose of expressing our opinion on the financial statements, but not for the purpose of expressing an opinion on the effectiveness of the Company's internal control. Accordingly, we do not express an opinion on the effectiveness of the Company's internal control.

Also, as required by Rule 17a-5(g)(1) of the Securities and Exchange Commission (SEC), we have made a study of the practices and procedures followed by the Company, including consideration of control activities for safeguarding securities. This study included tests of such practices and procedures that we considered relevant to the objectives stated in Rule 17a-5(g) in making the periodic computations of aggregate indebtedness (or aggregate debits) and net capital under Rule 17a-3(a)(11) and for determining compliance with the exemptive provisions of Rule 15c3-3. Because the Company does not carry securities accounts for customers or perform custodial functions relating to customer securities, we did not review the practices and procedures followed by the Company in any of the following:

- 1. Making quarterly securities examinations, counts, verifications and comparisons and recordation of differences required by Rule 17a-13.
- 2. Complying with the requirements for prompt payment for securities under Section 8 of Federal Reserve Regulation T of the Board of Governors of the Federal Reserve System.

The management of the Company is responsible for establishing and maintaining internal control and the practices and procedures referred to in the preceding paragraph. In fulfilling this responsibility, estimates and judgments by management are required to assess the expected benefits and related costs of controls and the practices and procedures referred to in the preceding paragraph and to assess whether those practices and procedures can be expected to achieve the SEC's previously mentioned objectives. Two of the objectives of internal control and the practices and procedures are to provide management with reasonable, but not absolute, assurance that assets for which the Company has responsibility are safeguarded against loss from unauthorized use or disposition and that transactions are executed in accordance with management's authorization and recorded properly to permit the preparation of financial statements in conformity with generally accepted accounting principles. Rule 17a-5(g) lists additional objectives of the practices and procedures listed in the preceding paragraph.



Because of inherent limitations in internal control or the practices and procedures referred to above, error or fraud may occur and not be detected. Also, projection of any evaluation of them to future periods is subject to the risk that they may become inadequate because of changes in conditions or that the effectiveness of their design and operation may deteriorate.

A deficiency in internal control exists when the design or operation of a control does not allow management or employees, in the normal course of performing their assigned functions, to prevent or detect and correct misstatements on a timely basis. A significant deficiency is a deficiency, or a combination of deficiencies, in internal control that is less severe than a material weakness, yet important enough to merit attention by those charged with governance.

A material weakness is a deficiency, or combination of deficiencies, in internal control, such that there is a reasonable possibility that a material misstatement of the Company's financial statements will not be prevented or detected and corrected on a timely basis.

Our consideration of internal control was for the limited purpose described in the first and second paragraphs and would not necessarily identify all deficiencies in internal control that might be material weaknesses. We did not identify any deficiencies in internal control and control activities for safeguarding securities that we consider to be material weaknesses, as defined above.

We understand that practices and procedures that accomplish the objectives referred to in the second paragraph of this report are considered by the SEC to be adequate for its purposes in accordance with the Securities Exchange Act of 1934 and related regulations, and that practices and procedures that do not accomplish such objectives in all material respects indicate a material inadequacy for such purposes. Based on this understanding and on our study, we believe that the Company's practices and procedures, as described in the second paragraph of this report, were adequate at December 31, 2012, to meet the SEC's objectives.

This report is intended solely for the information and use of management, the SEC and other regulatory agencies that rely on Rule 17a-5(g) under the Securities Exchange Act of 1934 in their regulation of registered brokers and dealers, and is not intended to be and should not be used by anyone other than these specified parties.

Milwaukee, Wisconsin February 5, 2013

Baker July Virichau Knause LLP

